



WDAF-TV

KEVISION

## ORDER

Print Date 10/04/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 575321 /

Original Date / Revision

10/04/12 10/04/12

Advertiser Zweifel, Clint/D/MO St Treas

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
CLINT ZWEIFEL 4 MO

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2010

Alt Order # 09771616

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Mb

Priority 3

Advertiser Ref

Order Share 22% Market Value 110227

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	31965
KCWE	%	0
KMBC	21%	23147
KMCI	%	0
KPXE	%	0
KSHB	28%	30863
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$16,320.00	\$19,200.00	0.00	10/01/12	10/28/12	35	\$16,320.00	\$19,200.00
November 2012	9	\$4,292.50	\$5,050.00	0.00	10/29/12	10/29/12	9	\$4,292.50	\$5,050.00
Totals	44	\$20,612.50	\$24,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/23/12	10/23/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News REV Start Date 10/22/12 End Date 10/28/12 Weekdays -T----- Spots/Week 1 Rate \$300.00 Rating 0.00															
2	4	10/24/12	10/24/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News REV Start Date 10/22/12 End Date 10/28/12 Weekdays --W---- Spots/Week 1 Rate \$300.00 Rating 0.00															
3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News REV Start Date 10/22/12 End Date 10/28/12 Weekdays ---T--- Spots/Week 1 Rate \$300.00 Rating 0.00															



**WDAF-TV**

REV

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 33	4	10/24/12	10/24/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--W----	:30	1	\$2,200.00	2	0.00	NM	0	\$0.00
WHEEL OF FORTUNE				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/22/12-10/28/12		M-F 630-7p	630-7p		--W-----	:30		<del>(\$2,200.00)</del>		0.00	NM		
Credited															
34	4	10/23/12	10/23/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	-T-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$800.00		0.00						
35	4	10/26/12	10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
30	4	10/29/12	10/29/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
37	4	10/24/12	10/24/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$800.00		0.00						
38	4	10/25/12	10/25/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$800.00		0.00						
39	4	10/29/12	10/29/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
40	4	10/23/12	10/23/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$600.00		0.00						
41	4	10/25/12	10/25/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$600.00		0.00						
42	4	10/29/12	10/29/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$600.00		0.00						

